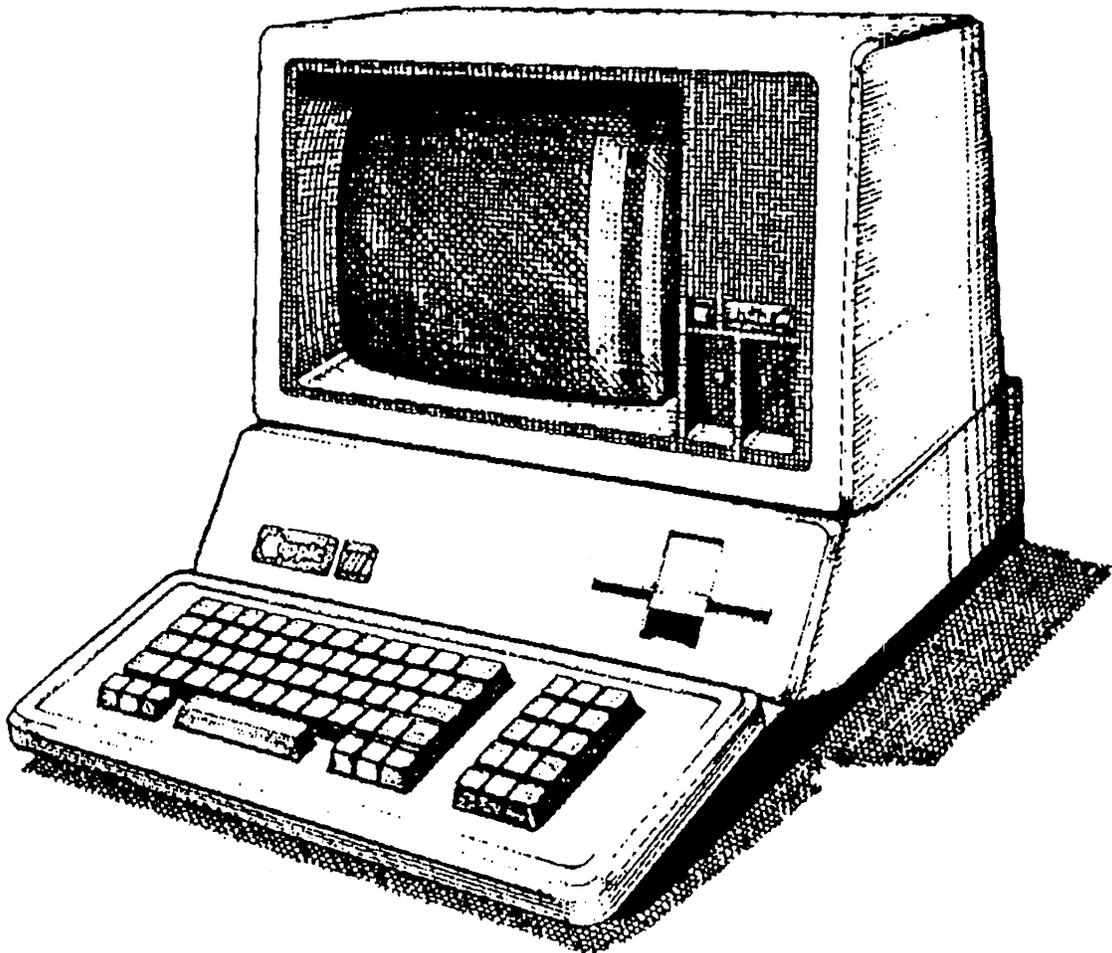




# Apple /// Computer Information



DOCUMENT NAME	#
APPLE III PLUS PERSONAL COMPUTER SYSTEM	4

**Ex Libris David T. Craig**

**The Apple III Plus Personal Computer**  
*All Business.*



EX LIBRIS: David T. Craig  
736 Edgewater  
[# \_\_\_\_\_] Wichita, Kansas 67230 (USA)

**Business.**

It could be as unique and as specialized as they come. Bouquets of multicolored balloons, delivered with a song. Service and restoration of foreign auto classics. Corrugated boxes in odd sizes and shapes, shipped anywhere in the world.



It could be that the business you're in provides goods and services basic to life: groceries, legal counsel, child care. Education. Gasoline. Or medical services.

You may be working alone, or with a staff of hundreds. Or you may be a professional within an organization, responsible for bookkeeping, financial analysis, corporate planning, word processing, or software development.

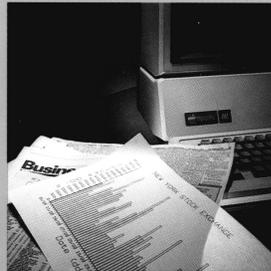
Whatever the business you're in—whatever its type, whatever its size, whatever your role—you take a personal interest in making it work. Your level of success depends on whether or not you get the job done.

Certain tasks are central to that aim: budgets to be planned, reports to be generated, projections to be made, records to be maintained. In your business, you must be on top of any number of tasks, on a day-to-day basis.

But you must also think ahead if you are to make progress. You must evaluate opportunities as they come your way, implement ideas as they occur. To do so, you must have ready access to information from which to make evaluations. And you must be able to make decisions that are both quick and accurate.

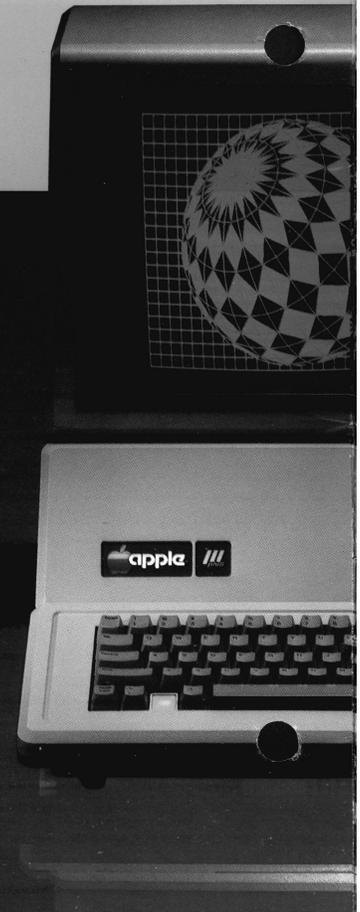
That's why a move to the Apple /// Plus personal computer could be one of your better decisions.

Both powerful and versatile as a business tool, the Apple /// Plus can help you decipher and organize a myriad of information, in less time and with far less effort than you could ever manage before. When you delegate your repetitive information-gathering and analyzing tasks to the Apple /// Plus, you free your time for the things the human mind handles best: thinking, planning, creating. You're able to analyze each opportunity to your fullest advantage and base your decisions on information that's complete and accurate. Your ideas move toward reality ... swiftly, easily.



Whether you're an entrepreneur looking to keep ahead of the game, or a professional wanting to keep abreast, the Apple /// Plus can help you accomplish your goals ... faster, more accurately, and with results more useful than you might have thought possible.

In business—whatever the business—the Apple /// Plus personal computer is the solution you need to handle it better.



**Apple III Plus:  
The Personal Computer That's All Business.**

Remember when professional computers were too big and too costly for any business but big business? And too complicated for anyone but computer specialists to understand? The Apple III Plus isn't like that. It's flexible and expandable, easy to understand and a breeze to use... a true business computer, created expressly to help you accomplish more of what you're all about, in less time and with less trouble.

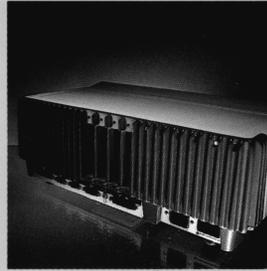
Apple III Plus combines the features you need most into one complete system, with important extras built right in. But for all its standard conveniences, the Apple III Plus doesn't neglect your need for growth. The most common accessories plug into the back of the system. And internal expansion slots let you add a wide variety of other accessories in only minutes.

**Convenience.**

The Apple III Plus is one of the **easiest to use** systems on the market today, with its simple design, sensible keyboard, and innovative operating system. And no complicated installation procedures are required. You just plug the system into a standard electrical outlet and begin.



The system has a **compact design** that lets it fit easily on your desk or counter, with room to spare for papers, files, elbows, and telephones. It's attractive enough for any office or business.



**Built-in ports** on the back panel make accessory attachment simple, and extra control cards unnecessary. An RS-232C port connects your system to a letter-quality printer, a plotter, or a telephone data communications modem, and there's a Silentype Interface to provide a direct connection for an Apple III Silentype draft-quality printer.

**System expansion?** Easy. Four internal expansion slots let you add interface cards for mass storage, communication networks, plotters, test equipment control, and more.

**Capability.**

A hefty **256-kilobyte internal memory** allows the Apple III Plus to handle over 262,000 characters of information—more than enough to develop large forecasting models or lengthy documents, or any other application today's business environment might require.

The **built-in disk drive**, with a reliable 140-kilobyte capacity, lets you run programs and store information on space-saving floppy disks. Apple III Plus drive capacity can be expanded easily with as many as three Disk III floppy disk drives, or a ProFile® hard-disk drive.



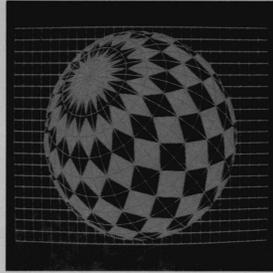
**Comfort.**

The human-engineered keyboard emphasizes comfort, convenience, speed, and accuracy. Patterned after two of the most familiar business tools, the typewriter and the calculator, it has sculptured keys, a 13-key numeric keypad, special function keys, and directional arrow keys to simplify program control and movement. Each key can repeat automatically, and is even programmable.

**Clarity.**

The system features a high-resolution video display capability—560 by 384 dots—for up to 80 horizontal characters and 24 lines of text on your screen. A wide variety of character fonts are also available for easy writing and the best of graphics, including inverse video. Any monitor can be used with Apple III Plus, from phosphor green to color.

Need a little color? The system's built-in high-resolution color mode lets you use several graphics modes with up to 16 different colors. You can generate even higher-resolution color by restricting the color changes slightly. And with a monochromatic monitor, the Apple III Plus can display information in 16 different shades.



Keep track of when you create and modify files with the Apple III Plus built-in clock/calendar. This feature automatically marks your files with the date and time you last worked with them, precise to one-thousandth of a second. Apple III Plus continues to keep time even when it's not in operation.

As for sound, a powerful, 2-inch speaker is built into the Apple III Plus, which can be amplified via earphone or external speaker—there's an audio output jack in the system's back panel.

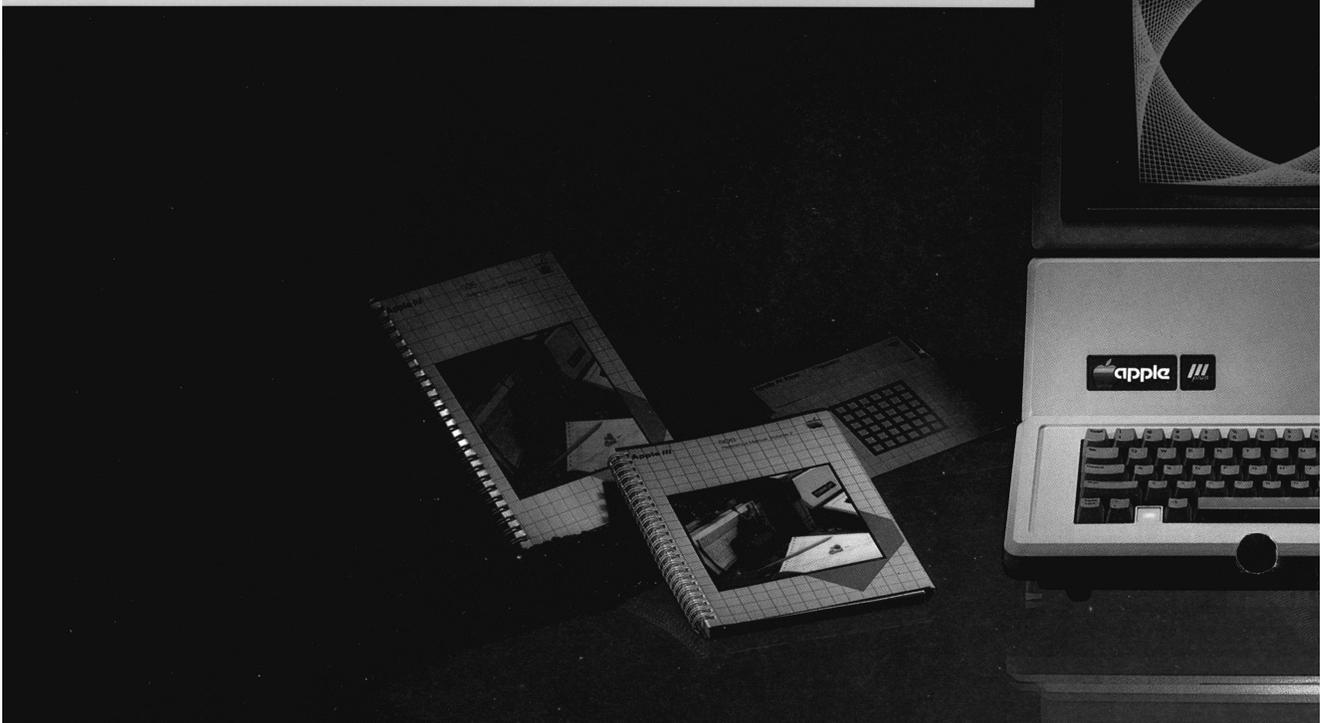
**Inside Apple III Plus: Apple SOS.**

The basis for applications and language systems on the Apple III Plus is Apple's Sophisticated Operating System (SOS).

Flexible, powerful SOS controls most internal "housekeeping" functions, such as controlling disk drives and other peripheral devices. It lets you concentrate on your work, not the workings of the computer.

SOS makes system growth simple. You can easily add a plotter, printers, and other accessories with the menu-driven System Configuration Program, which lets you choose your devices and access them directly. And SOS's convenient "information clustering" feature allows you to store files in a hierarchical structure for easier location and retrieval—you can categorize, store, and reference hundreds of files in an instant.

Software based on SOS share a common file format, so the programs can exchange and share information for editing and printing. But an important difference between SOS and other operating systems is that SOS is stored on Apple III Plus program disks rather than in the computer itself. This allows for easier and less expensive system updates—you update the disk, not the system. It also gives you the flexibility of being able to use software developed under DOS, CPM\*, and SOS.



**Apple III Plus Solutions:  
Covering Every Business.**

Your special needs might be in the area of education, manufacturing, real estate, or the legal or medical field. But there are certain "core" software applications common to every business: electronic worksheets, financial analysis, accounting, data-base management, graphics, word processing, and communications.



Whatever your business need, the Apple III Plus has the solution. More than 400 compatible commercial software programs are available for the system—serious, sophisticated business programs created especially to increase your productivity and effectiveness.

Software for the Apple III Plus takes full advantage of SOS for the refined capabilities you need, but you're not limited to SOS-based programs. With the addition of a SoftCard III,™ you can run programs based on CP/M, and a built-in emulation mode lets you use most programs that run on the 48K Apple II computer as well.

All told, the Apple III Plus offers one of the largest libraries of business software of any personal computer on the market today.

**Accounting.**

More and more businesses are turning to personal computers to streamline their accounting functions, but cutting work time isn't the only benefit computerized accounting has to offer. With an Apple III Plus and accounting software, you can improve your cash flow management, boost the collection rate of your receivables, plan payments that take advantage of vendor discounts, improve customer service, and maintain inventory levels that minimize cash investments. Smaller businesses will find this a great solution for keeping the work in-house. Bookkeepers and accountants will welcome the greater efficiency.



Apple III's BPI accounting software offers programs that cover all accounting areas. The

**General Accounting** program provides an accounting system base, but is complete enough to handle all the needs of smaller businesses all by itself—more complete, in fact, than any other general ledger program available today. The series' other five programs offer more detailed features for specific needs. For example, **Accounts Receivable** automatically posts all receipts and updates ledger balances, and alerts you to late-paying customers or clients, thus enabling you to avoid potential problems and improve your cash flow. **Accounts Payable** and **Payroll** offer similar conveniences, and both programs let you print checks from stored data, either on personalized or standard check forms.

Each program can function independently or interface with one another as an integrated accounting system, giving you immediate capabilities in specific areas while providing for the addition of other systems when needed.



**Financial Planning, Modeling, and Forecasting.**

As a financial modeling tool, the Apple III Plus replaces the laborious spreadsheet-and-calculator method of planning, offering a much better means of exploring the "What if?" aspects of business situations. Sophisticated mathematical formulas are built into modeling programs, so the computer does all the calculating and recalculating when different assumptions are tested.



Any problem you can tackle in rows and columns can be solved with the Apple III Plus and VisiCalc® III. Made expressly for Apple, this advanced electronic worksheet can be as useful to analysts and planners exploring business possibilities within corporations, as it is to one-person operations. Further solutions are offered by **Senior Analyst III**, which can be used to create and consolidate budgets, profit and loss statements, cash flow projections, and forecasts. You can also use **Senior Analyst III** as a financial data base for larger amounts of your company's data for easy access and calculation.

**Data-Base Management.**

Apple III Plus gives you a computerized data-base management system that can replace volumes of records—from customer client lists, to complete inventories, to travel and expense records. Working with computer-stored files allows you to collect, sort, retrieve, and summarize information that would take hours by hand. Personnel departments, those charged with inventory management, or anyone managing large quantities of data and wanting a better means of organization, would find such programs invaluable.



**AppleFile III** and **Quick File™ III** are just two efficient data-base management programs for organizing and managing information. **Quick File III** is perfect for use by one person, while **AppleFile III** is designed for large-scale usage. Also, you can use **Quick File** with **Apple III Business Graphics** to graph report information, and with **Apple Writer III** to merge mailing labels with letters.



**Color Business Graphics.**

Computer-generated graphs have become valuable decision-making tools, rapidly replacing the need to decipher reams of tedious computer printouts. Graphics programs designed for business can convert any numeric information—profit and loss, gross margin, forecasts, sales, budgets, cash flow—into descriptive, understandable bar, pie, line, or scatter graphs. These graphs can be very useful in improving data analysis and highly effective as a presentation tool.

With an Apple III Plus, it's as easy as entering simple keyboard commands. The computer arranges the information into a graph and displays it on the screen, or lets you print or plot full-page illustrations, in black and white or in full color. The Apple III Plus can even be linked to other equipment to produce slides and films for screen projection.



Accounting, training, and manufacturing are just a few of the many business areas that can benefit from graphics applications. And **Apple III Business Graphics** is just one of several programs that can be used with Apple III Plus to create, modify, and print all kinds of graphs, including scaled and numbered graphs. Apple III Business Graphics can also be used with **VisiCalc III** and **Quick File III** to graph information contained in files created within these programs for even further versatility.

**Word Processing.**

The handling of words via computer has simplified the task of creating and revising any kind of document, from memos to book-length manuscripts. Instead of using a typewriter to put your words on paper and revising whole pages or documents, you can put your words into Apple III Plus and make your corrections as the words appear on the computer's display screen. You don't have to commit your words to paper until they're letter perfect. When you need to revise, you're able to move and change words, sentences, paragraphs—even chapters—before you print again.

**Apple Writer III**, a sophisticated word-processing program for the Apple III Plus, accomplishes this quickly and easily. Use it just for writing and editing, or insert a **VisiCalc III** model or a **Quick File III** report to use Apple Writer's printing options—such as centering and underlining—to set off your model or report. Use Apple Writer III with Mail List Manager as a powerful combination for generating personalized form letters. And when teamed with **Apple Speller III**, your documents' spelling can always be perfect. Any business, professional, or support employee who deals with words can use this business solution.



**Communications.**

Many businesses tap the full potential of the personal computer by linking it to an interoffice network of other personal computers, to large mainframe computers, or even to commercial information networks. Using the Apple III Plus, a modem to connect it to a telephone, and a communications program, your computer can "talk" with others over ordinary telephone lines. Links such as these allow businesses to speed correspondence by electronic mail, to share data bases and models used in business planning, and to draw on commercial data bases that provide electronically updated information on subjects ranging from stock reports to legislation. This solution is ideal for franchised operations, branch offices, and small operations wanting to draw information from larger data bases.

With **Apple Access III**, the Apple III Plus can send or receive information from other Apple systems, larger computers, or act as a terminal in a central timesharing system. For example, this powerful communications tool can be used to collect numeric data from corporate mainframes, then teamed with **VisiCalc III** to prepare forecasts from that data for display on your computer's screen, storage on disk, or printing.



**Apple Access 3270** allows your Apple III Plus to interface with computer systems that provide 3270 communications capability, and lets your system emulate an IBM® terminal through the simple addition of an Apple Cluster Controller emulator. **Apple Access 3270** has an automatic log-on feature that makes on-line use easy. And it lets you upload and download entire files of information at a time, quickly and easily.

**MICRO/Courier™ III** electronic mail program is another communications booster. This program lets your Apple III Plus send and receive reports, memos, charts, and graphs over telephone lines. It also enables your Apple III Plus to communicate with other minicomputers, mainframe computers, commercial data bases, and timesharing services. Outgoing files can be brought into **MICRO/Courier III** from **Apple Writer III**, **VisiCalc III**, or any ASCII (American Standard Code for Information Interchange) or binary source.



**Apple III Plus Languages:  
For the Serious Business of  
Program Development.**

You don't have to be a professional programmer to learn programming on an Apple III Plus, but programmers will enjoy many of its convenient features.

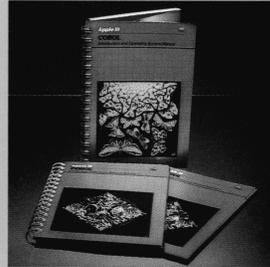
**Apple III COBOL** lets you develop a wide range of commercial applications in the Apple III Plus environment. A complete software development environment for compiling, testing, debugging, and executing standard COBOL programs, Apple III COBOL is compatible with traditional mainframe applications, and provides interactive screen creation and source-level debugging to shorten development time.

**Apple III Pascal** creates a powerful application development environment, including provisions for complete text processing, file maintenance, and program compilation. An adaption and improvement of Apple II Pascal, Apple III Pascal offers 80-bit floating-point arithmetic operations conforming to the latest standards set by the Institute of Electrical and Electronics Engineers—a real advantage for anyone who depends on precision, from MIS operators to financiers.

Of further benefit to Pascal users is **Apple III RPS** (Record Processing Services), a sophisticated multikeyed file-access standard for the Apple III Plus; **Apple III Pascal Utility Library** for efficient program additions; and **Script III** for formatting documents composed with the Apple III Pascal Editor.

**Apple Business BASIC for the Apple III** is one of the most powerful versions of BASIC ever developed for a microcomputer. It's ideal for those preferring to program in BASIC, but requiring more power, flexibility, and precision than most BASICs can give.

Apple Business BASIC provides advanced capabilities to satisfy the most demanding business and scientific programming needs. With a huge 200-kilobyte workspace, you can write large programs easily and run them flexibly—with less access time, too, because files can be kept in memory. Report generation is easier, financial calculations are "penny accurate," and program development is simplified. Also, the language gives you advanced file handling and lets you control a wide range of peripheral devices with just a few key words.



**Apple III Plus Accessories:  
More For Your Business.**

**More Convenience.**

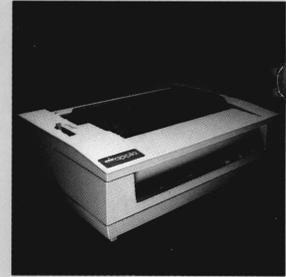
The compact, attractive Disk III floppy-disk drive increases the data storage capacity of the Apple III Plus by an additional 140 kilobytes. It's particularly well suited as a backup system for the internal drive, and it's completely compatible with Apple III software. You'll want Disk III for programs that require a second disk drive.



For larger storage needs, the ProFile mass storage system for the Apple III family of computers can dramatically increase your system's on-line storage capacity. Designed to fit neatly between the Apple III Plus and Monitor III, this 5-megabyte drive holds as much information as 35 floppy disks. A unique program selection capability lets you move from application to application on your Apple III Plus without having to restart every time you switch programs. And with BackUp III, new segments of data can be automatically backed up from your ProFile to another disk drive, without troublesome, time-consuming searches. This system is ideal for record keeping, report writing, or any other large-scale task.

**Greater Clarity.**

A perfect complement to the Apple III Plus is Monitor III, which uses the system's 560- by 384-dot resolution for sharp focus all over the screen, even in corners. The crispest of graphics and text are displayed on a non-glare, phosphor green screen, helpful with any application.



The Apple Daisy Wheel Printer produces fully formed characters at the speed of 40 characters per second. This highly reliable and easy-to-use "impact" printer produces professional-quality text and graphics suitable for presentations, reports, manuscripts, and correspondence.

print 40 characters per second, or impress as many as 3600 dots per square inch for graphics. Quiet and compact, it's ideal for draft-quality documents.

The Apple Dot Matrix Printer forms characters with more than 23,000 dots per square inch. Engineered for high reliability and print quality, the Apple Dot Matrix prints as many as 120 characters per second and can produce a variety of typefaces, symbols, and even foreign language characters. It can also be used for manuscripts, reports, and correspondence.

The four-pen Apple Color Plotter produces presentation-quality paper printouts and transparencies. It provides a wide variety of built-in graphics commands, including alternate character fonts. In addition, it lets you use thin or wide pens, on paper or transparencies as large as 11 inches by 17 inches.

The Apple Silentype Printer, an economical thermal printer, also forms characters with dots. It can



**Additional Comfort.**

The Apple III OEM Prototype Card, a convenient, modular printed circuit card on which to build custom hardware, provides more than ample space for additional interface designs.

A complete hardware and software system, the Apple SoftCard III System enables your Apple III Plus to run programs developed for the CP/M operating system and the Z80® microprocessor, as well as its own programs.

The Apple Cluster Controller allows the Apple III Plus to emulate IBM 3270 terminal functions, so you can connect as many as seven Apple computers to an IBM mainframe network, directly or via telephone modem.

**Better Capability.**

The Apple Parallel Card III lets you attach a variety of printers requiring interface cards, including most commercial dot matrix and some thermal and daisy wheel printers.

Serial Card III, a secondary serial port lets you add even more accessories to your Apple III Plus, such as a plotter or telephone data communications modem.

Cursor III, the "joystick" for the Apple III Plus, gives you quick horizontal and vertical control of your system's cursor. Especially useful for graphics programs, Cursor III features automatic or manual centering and two precision switches. It's designed for tabletop or hand-held use.

**Apple III Plus Has Your Business Covered—  
With a Comprehensive, 90-day Warranty.**

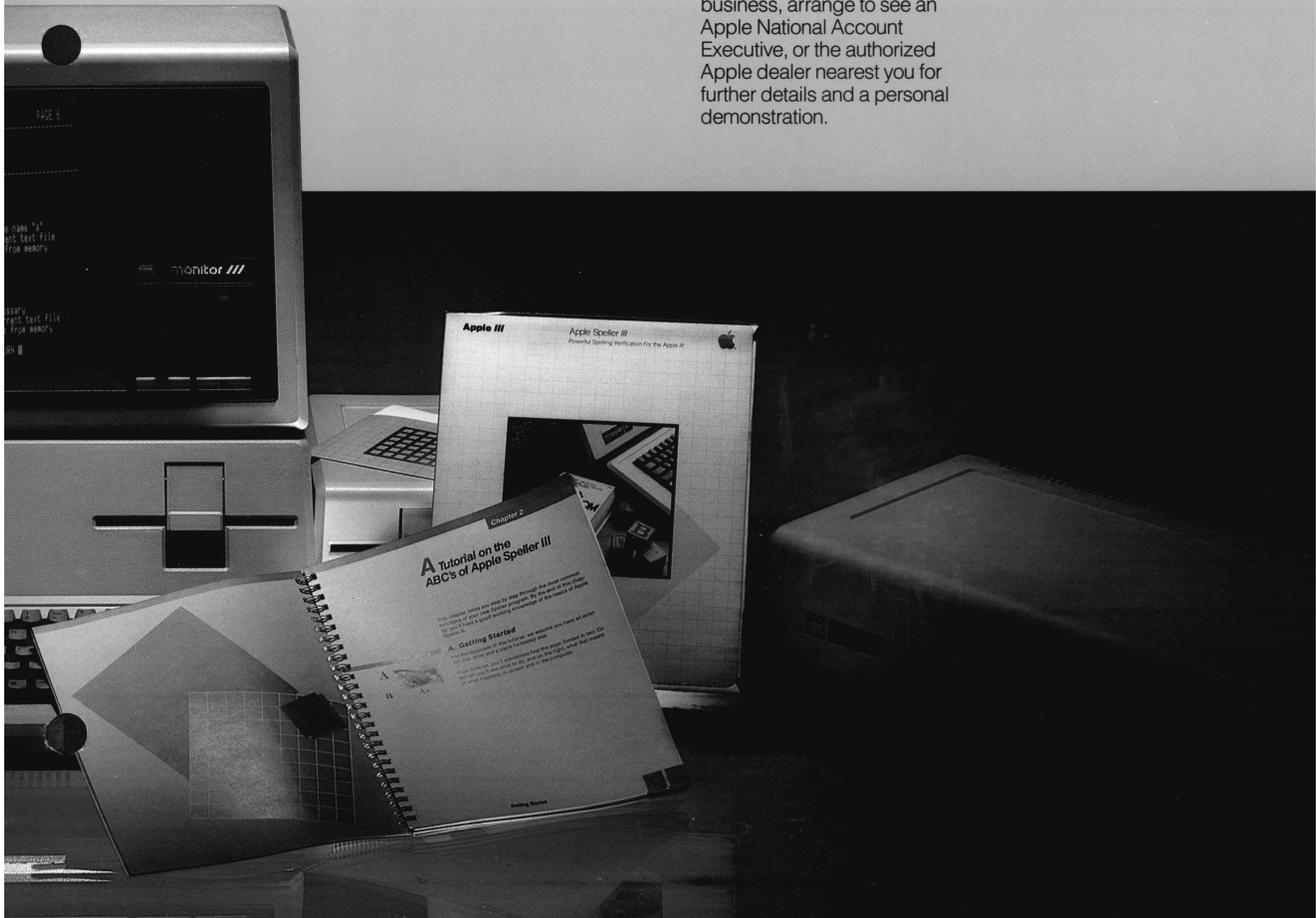
All Apple products are covered by a 90-day limited warranty. AppleCare, Apple's carry-in service plan, is available to extend that protection and is renewable in yearly increments.

AppleCare covers your Apple hardware on the same terms as the limited warranty, extending your parts and labor protection so you need never be faced with an unbudgeted repair expense. Service is as near as your local authorized Apple dealer.

**Get Down to Business.**

Apple has a worldwide network of more than 2000 full-support dealers, ready to evaluate your business needs and recommend appropriate solutions. These dealers stand ready to help with installation, training, and a variety of maintenance programs.

If you have any doubt about Apple III Plus solutions for your business, arrange to see an Apple National Account Executive, or the authorized Apple dealer nearest you for further details and a personal demonstration.



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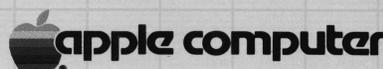
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